

2014 Annual Report of the City Center Advisory Commission to the City Center Development Agency Board

December 1, 2014

The City Center Advisory Commission (CCAC) adopted annual goals and objectives for 2014. The agenda for the CCAC was largely devoted to developing and implementing these goals. This report is organized around that framework.

Goal 1. Support URA Plan projects

- A. Participate in public process for the design of Tigard Street Trail and adjacent public plaza and promote participation by other downtown stakeholders**
- B. Support staff and council efforts to acquire property for downtown plaza/public space and advise on specific initiatives**
 - **Includes existing Brownfield program**
- C. Support and Advise CCDA on Parking Management Plan**

Outcomes:

After the City secured an agreement with the railroad and ODOT Rail to lease the unused right of way, CCAC members engaged in efforts to participate in the design process. At the August Downtown street fair the City invited public input on a potential mini-plaza adjacent to Main Street. CCAC representatives proposed a joint committee including members of the Parks and Recreation Board and the Transportation Advisory Committee, with other public stakeholders, to participate in the design of the trail. The possibility of siting a Veteran's Memorial has also been explored. Commissioner Shavey encouraged the City to hold a preliminary design session for the trail, which members of the CCAC participated in.

Briefings on potential smaller public space projects and pending land acquisition were opportunities for CCAC members to provide feedback and input to staff.

The CCAC wrote a letter of support for the City's successful \$400,000 EPA Brownfield Assessment grant application.

Staff briefed CCAC on initial concepts for a Parking Management Plan. This plan is pending an assessment of existing conditions upon the completion of Main Street construction.

Goal 2. Support programs & staff work to facilitate identified URA Plan & City Council Goals

- A. Support and advise CCDA regarding strategies to support residential development in the URA**
 - **Includes VHZ, private redevelopment programs, Public Works development and other initiatives**
- B. Support staff work to develop programs to address private redevelopment and pursue options / develop recommendations regarding incentive matrix for developers**

- **Strategy development can support future initiative such the possible relocation of the Post Office and the development of other desirable URA Plan projects including an Arts facility, permanent Farmers Market location, etc.**
- C. Support and advise CCDA on streetscape improvements that will attract, enhance and increase recreational, shopping and transportation experiences in URA**
- **Includes FIP/TIP programs, Strolling Street program, Main Street/Green Street, and bicycle and pedestrian infrastructure projects.**

Outcomes:

The CCAC was briefed and expressed support of the Vertical Housing Development Zone that the City established in 2014. The zone included the urban renewal area.

The CCAC monitored the pre-development work done on the Public Works Yard and dog park for 122 units of market rate housing. Members of the CCAC participated in a concept review session for the project. The CCAC will provide input on criteria to base a decision on moving ahead with the project.

The commission, through its participation in the Urban Renewal Improvement Programs Joint Committee, provided oversight of the Main Street Strolling Street program started this year. The committee reviewed several applications for assistance and selected the first two project matching grant awardees.

A proposal for possible development incentives that support desired development in the Urban Renewal Area is currently under development by the CCAC.

Goal 3. Communications and Economic Development

- A. Identify primary and secondary liaisons to attend CCDA, PRAB, and TTAC meetings; assign/recruit other liaisons as needed**
- B. Explore opportunities to enhance and improve City sponsored URA Communications**
- C. Advocate on behalf of businesses to mitigate impacts of Green Street Construction on businesses**
- D. Assess options for engaging in a marketing and/or branding campaign and make recommendation to CCDA**

Outcomes:

The commission continued to maintain and improve its communications with other boards and commissions. One or more commissioners routinely attend Park and Recreation Advisory Board (PRAB) and TTAC meetings. The chair of the CCAC has regularly attended CCDA Board meetings, including executive sessions, and Council/CCDA's liaison regularly attends CCAC meetings. The chair of the CCAC also serves on the board of the Tigard Downtown Alliance.

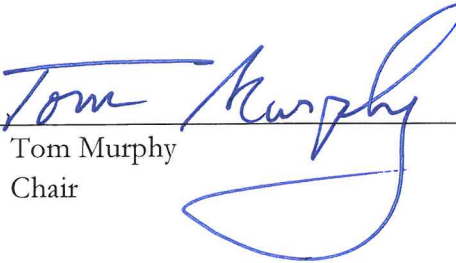
CCAC were regularly briefed on Main Street/Green Street construction and provided input on outreach content and methods. Input was provided regarding the CCAC webpage content.

CCAC members conducted research on branding and marketing and outreach to the Tigard Downtown Association (TDA) on the topic. The TDA was identified as the appropriate party to


lead any future efforts in this area. Several CCAC members attended the 2014 Oregon Main Street Conference.

The City Center Advisory Commission looks forward to further progress in the year to come.

On behalf of the commission,



Tom Murphy
Chair



Carine Arendes
Vice-Chair

